K-LOVE provides me spiritual growth as well as many people that would never hear about God or Jesus. The effect would be astronomical as attested for on their fall pledge drive. I personally have heard many callers are saved by Jesus Christ, change their mind on contemplating suicide, parents being able to relate to their children by listening to the music and give hope to people who would not be able to hear the word of Jesus Christ. Therefore, K-Love is in the public interest to be able to provide their broadcast and service the local community.